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Greenzeiger et al.(10) **Pub. No.: US 2014/0025620 A1**(43) **Pub. Date: Jan. 23, 2014**(54) **INFERRING USER MOOD BASED ON USER
AND GROUP CHARACTERISTIC DATA**(52) **U.S. Cl.**
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Sunnyvale, CA (US)(57) **ABSTRACT**

An individual's responsiveness to targeted content delivery can be affected by a number of factors, such as an interest in the content, other content the user is currently interacting with, the user's current location, or even the time of day. A way of improving targeted content delivery can be to infer a user's current mood and then deliver content that is selected, at least in part, based on the inferred mood. The present technology analyzes mood-associated characteristic data collected over a period of time to produce at least one baseline mood profile for a user. The user's current mood can then be inferred by applying one or more mood rules to compare current mood-associated data to at least one baseline mood profile for the user.

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